DOCKET NO.: MSFT-0262/155698.01
Application No.: 09/839,784
Office Action Dated: February 23, 2005

PATENT
REPLY FILED UNDER EXPEDITED
PROCEDURE PURSUANT TO
37 CFR § 1.116

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.　　(Previously Presented) A method of branding a computer program comprising the acts of:

receiving an indication that a first copy of a computer program has been downloaded to a first computing device and that said first copy is to be branded with information associated with a first entity, the first entity comprising a distributor of content to be rendered by the computer program, the computer program comprising content-rendering and content-shopping features;

transmitting first data indicative of said first entity to said first computing device, said first data indicating that said first copy is to be branded with information associated with said first entity;

receiving said first data from said first computing device; and

providing first branding instructions to said first computing device in response to receiving said first data, said first branding instructions comprising placing said first entity first in a list of electronic content-providing entities displayed on said first computing device in the content-shopping feature of the computer program.

2.　　(Original) The method of claim 1, wherein said providing act comprises:

providing instructions to said first computing device which cause said first copy of said computer program to display a logo associated with said first entity.

3.　　(Original) The method of claim 1, wherein said providing act comprises:

providing instructions to said first computing device which cause said first program to display a first link to a web site associated with said first entity.

4.　　(Original) The method of claim 3, wherein said act of providing first branding instructions further comprises:

providing instructions to said first computing device which affect the placement of said first link among one or more second links.

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5.   (Original) The method of claim 1, further comprising the act of:

providing a directory to said first computing device, said directory including a first link to a web site associated with said first entity.

6.   (Original) The method of claim 5, wherein said act of providing a directory to said first computing device comprises:

providing a first page which includes said link to said first web site; and

providing a second page which includes one or more links to one or more second web sites different from said first web site.

7.   (Original) The method of claim 6, wherein said first page includes a link to said first web site and does not include any other links to any other web site.

8.   (Original) The method of claim 1, further comprising the acts of:

receiving an indication that a second copy of said computer program has been downloaded to a second computing device and that said second copy is to be branded with a second entity different from said first entity;

transmitting second data indicative of said second entity to said second computing device;

receiving said second data from said second computing device; and

providing second branding instructions to said first computing device, said second branding instructions being different from said first branding instructions.

9.   (Original) The method of claim 1, wherein said transmitting act comprises:

setting a cookie on said first computing device.

10.   (Original) The method of claim 9, wherein said act of receiving said first data from said first computing device comprises receiving said cookie.

11.   (Original) The method of claim 1, wherein said first entity is a retailer.

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12.   (Canceled)

13.   (Original) The method of claim 1, wherein said first entity is a wholesaler.

14.   (Original) A computer-readable medium having computer-executable instructions to perform the method of claim 1.

15.   (Previously Presented) A method of branding a computer program that has been provided to a first computing device by a first entity, comprising the acts of:

receiving information indicative of a first entity, said first entity comprising a distributor of content to be rendered by a content-rendering and content-shopping program;

providing branding data based on said received information to a first computing device for durable storage on said first computing device;

following said act of providing branding data, receiving said stored branding data from said first computing device; and

in response to receiving said stored branding data, providing branding instructions to said first computing device based on said received branding data, said branding instructions comprising placing said first entity first in a list of electronic content-providing entities displayed on said first computing device by the content-rendering and content-shopping program.

16.   (Original) The method of claim 15, wherein said receiving act comprises:

receiving said information indicative of a first entity from a second entity identified in an image hidden within a web page.

17.   (Original) The method of claim 16, wherein said second entity causes a cookie to be set on said first computing device.

18.   (Original) The method of claim 17, wherein said cookie contains information specific to a branding device.

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19.   (Original) The method of claim 17, wherein said cookie contains information identifying said branding instructions to be downloaded to said first computing device.

20.   (Previously Presented) The method of claim 17, wherein said act of providing branding data further comprises sending said cookie from said first computing device.

21.   (Original) The method of claim 20, wherein said cookie comprises information indicative of said first entity.

22.   (Original) The method of claim 20, wherein said cookie comprises information associated with a second computing device.

23.   (Original) The method of claim 15, further comprising receiving a fee from said first entity as a pre-condition for providing either said branding data or said branding instructions.

24.   (Original) The method of claim 15, wherein said act of providing branding instructions comprises instructing said first computing device as to the manner in which a link to a network address is to be displayed on a list of network addresses.

25.   (Original) The method of claim 24, further comprising limiting the set of said network addresses on said list.

26.   (Original) The method of claim 24, further comprising providing data on a list of network addresses automatically.

27.   (Original) A computer-readable medium having computer-executable instructions to perform the method of claim 15.

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28.   (Previously Presented) A method for distributing a variation of software through one of a plurality of entities, comprising:

providing a standardized version of software from a first entity and an indication that said standardized version of software is to be branded, said first entity comprising a distributor of content to be rendered by a content-rendering program, the content-rendering program comprising a content-shopping feature for purchasing content to be rendered; and

providing a customized version of said software as a function of one of a plurality of entities, said customized version of said software being branded by placing said first entity first in a list of content-providing entities displayed in the content-shopping feature of said content-rendering program.

29.   (Previously Presented) A system for branding a computer program comprising:

a first computing device which comprises:

a memory which stores branding instructions for one of a plurality of entities;

a network interface communicatively coupled to a computer network; and

logic which communicates one of a plurality of sets of branding instructions to a second computing device through said network interface, said one of said plurality of sets of branding instructions comprising instructions to place a first entity first in a list of content-providing entities displayed in a content-shopping feature of a content-rendering program.

30.   (Original) The system of claim 29, wherein said logic causes said instructions to be stored on a second computing device.